

# NACSSHOW2024



## NACS SHOW AUGUST EXHIBITOR NEWSLETTER

*Providing exhibitors with updates and the tools to plan for a successful NACS Show.*

The Attendee List is now available to purchase in your [NACS Show Exhibitor Portal](#) (login required). Please note that the Attendee List **does not** include email addresses.

## IMPORTANT UPCOMING DEADLINES

- [Freeman Discount Price Deadline](#) – **9/6/24**
- [Authorization for Food and Beverage Sampling & Catering Orders](#) – **9/9/24**

## CHECKLIST ITEMS

- **Exhibitor Portal Open (Login Required)** The [NACS Show Exhibitor Portal](#) is the gateway to access pre-show planning needs.
  - Update Exhibitor Directory company listing details (*online listing only*)
  - Exhibitor Service Kit
  - Badge Registration – register booth personnel, upgrade to Full Conference
  - Cool New Products and/or Business Appointment Centers space reservation, Ambassador signup
  - Deadline checklist
- Hot water handwashing stations and workspace sanitizing stations are required in each booth providing opened samples. Learn more in the [Exhibitor Service Kit](#).
- **Celebrity Booth Appearances** – Are you planning to host a celebrity in your booth at the NACS Show this year? If so, please let [Jeff McQuilkin](#) know as soon as possible. We can help with security if needed. We often get inquiries from attendees, and we'd love to be able to let them know.
- **Open Your Schedule to Attendees** – New this year, you will be able to add available appointment times during show hours, allowing attendees to request appointments with your team. [Launch the exhibitor dashboard](#) to learn more.
- **Exhibitors Beware!** Please review the list of [NACS Official Contractors](#). We have been made aware of companies that may be aggressively pursuing you, or your company, to solicit services (especially housing/hotels and advertising in unofficial show guides) surrounding the NACS Show. *If you are ever unsure of the legitimacy of an offer of service, please feel free to reach out to your [account manager](#) first.*

## **EXHIBITOR WEBINAR – TIPS FOR A SUCCESSFUL NACS SHOW**

On **August 27 at 1:00 pm ET**, join NACS staff members as they review basics about how to prepare for the NACS Show and answer your questions live. Register [here](#).

## **COOL NEW PRODUCTS**

[Watch this short video](#) to learn more about showcasing your product in the Preview Room at this year's NACS Show. *90% sold...avoid the waitlist!* Space sells out in August. [Launch the exhibitor dashboard](#) and click on Order Show Marketing to secure your space. Questions? Contact [Nicole Walbe](#).

## **EXHIBITOR MEETING SPACE**

Exhibitors can still purchase meeting space at this year's show. Questions? Contact [Laura Miller](#).

- [Business Appointment Centers](#) are semi-permanent meeting rooms in the Expo Hall.
- [Permanent Meeting Rooms](#) are private meeting rooms at the Las Vegas Convention Center.

## **CHECK OUT THESE RETAILER INTERVIEWS!**

[View interviews with retailers](#) about the importance of the NACS Show, recorded show planning webinars, and more resources to help you navigate the logistics involved with exhibiting.

## **WHAT IS A NACS SHOW AMBASSADOR?**

NACS Ambassador activities place volunteers from your company in front of Show attendees and provide an indirect marketing opportunity for your company before the show floor opens. [Learn more...](#)

Signups for NACS Ambassador shifts are available in your [NACS Exhibitor Portal](#) (login required). Questions? Contact [Anna Serfass](#).

## **Exhibitor Updates Archive – Don't Miss Out!**

All NACS Show exhibitor communications are archived for your team to review at any time. Check the [Exhibitor Update archive](#) to ensure that you haven't missed any time-sensitive information.